

Comparisons of Job Characteristics

Focus Occupation: **Market Research Analysts (19-3021)**

Associated Occupation: **Logisticians (13-1081)**

[Compare Knowledge](#)

[Compare Skills](#)

[Compare Abilities](#)

[Compare Detailed Work Activities](#)

[Compare Tools and Technologies](#)

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

Knowledge

Similarity of Focus Occupation to Associated Occupation: 71

Focus Occupation: Market Research Analysts (19-3021)

Associated Occupation: Logisticians (13-1081)

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation
Computers and Electronics	8.4	16.4	12.3	<< Extensive education and/or training may be required
Administration and Management	8.4	15.8	12.7	< Expanded education and/or training may be required
Public Safety and Security	6.9	12.7	1.4	<< Extensive education and/or training may be required
Mathematics	9.2	12.3	11.5	0 Current knowledge level may be sufficient
Transportation	4.6	11.8	2.3	<< Extensive education and/or training may be required
Clerical	7.3	10.4	10.8	0 Current knowledge level may be sufficient
Telecommunications	3.9	9.7	3.4	<< Extensive education and/or training may be required
Economics and Accounting	4.4	9.3	8.2	< Expanded education and/or training may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Skills

Similarity of Focus Occupation to Associated Occupation: 89

Focus Occupation: Market Research Analysts (19-3021)

Associated Occupation: Logisticians (13-1081)

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation
Critical Thinking	10.8	14.2	11.6	< A higher skill level may be required
Monitoring	9.9	13.9	10.3	<< Extensive development of skills in this area may be required
Coordination	9.1	12.7	9.4	<< Extensive development of skills in this area may be required

Complex Problem Solving	9.1	12.5	11.5	0	Current skill level may be sufficient
Time Management	8.9	11.8	9.3	<	A higher skill level may be required
Service Orientation	7.9	11.2	7.1	<<	Extensive development of skills in this area may be required
Management of Personnel Resources	6.9	10.8	8.3	<<	Extensive development of skills in this area may be required
Systems Analysis	6.5	10.7	10.4	0	Current skill level may be sufficient
Operations Analysis	5.0	10.6	9.2	<	A higher skill level may be required
Persuasion	7.4	10.4	9.1	<	A higher skill level may be required
Systems Evaluation	6.4	9.9	9.8	0	Current skill level may be sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Abilities

Similarity of Focus Occupation to Associated Occupation: 95

Focus Occupation: Market Research Analysts (19-3021)

Associated Occupation: Logisticians (13-1081)

Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Deductive Reasoning	10.6	14.8	13.6	0	Current ability level may be sufficient
Inductive Reasoning	10.2	13.2	12.8	0	Current ability level may be sufficient
Speech Recognition	9.9	11.8	10.3	<	Some improvement in abilities may be required
Originality	7.6	11.6	10.0	<	Some improvement in abilities may be required
Fluency of Ideas	7.6	10.6	12.0	>	Current ability level is likely sufficient
Mathematical Reasoning	6.3	9.1	11.5	>	Current ability level is likely sufficient
Memorization	5.6	7.9	6.6	<	Some improvement in abilities may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common

Similarity of Focus Occupation to Associated Occupation: 84

Focus Occupation: Market Research Analysts (19-3021)

Associated Occupation: Logisticians (13-1081)

Work Activities	Exclusivity of Activity
Analyze market or delivery systems	87
Analyze scientific research data or investigative findings	27
Collect statistical data	47
Communicate technical information	4
Compile numerical or statistical data	38
Develop plans for programs or projects	31

Develop policies, procedures, methods, or standards	21
Obtain information from individuals	24
Perform statistical modeling	76
Provide expert testimony on research results	66
Use computers to enter, access or retrieve data	3
Use interpersonal communication techniques	10
Use knowledge of investigation techniques	16
Use mathematical or statistical methods to identify or analyze problems	30
Use quantitative research methods	35
Use relational database software	26
Use spreadsheet software	18

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Tools and Technologies that Both Occupations Have in Common

Similarity of Focus
Occupation to Associated
Occupation: 80

Focus Occupation: Market Research Analysts (19-3021)
Associated Occupation: Logisticians (13-1081)

Tools and Technologies	Exclusivity
Business function specific software	1
Computer data input devices	2
Computers	1
Content authoring and editing software	1
Data management and query software	1
Development software	4
Finance accounting and enterprise resource planning ERP software	2
Industry specific software	1
Information exchange software	1
Network applications software	1

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.